ORDER

KSNV

Orders	**Order / Rev:**	106114		
	Alt Order #:	06848583		
	Product Desc:	JOE HECK 4 CONGRESS		
	Estimate:	2643		
	Flight Dates:	09/03/12 - 09/16/12	Primary AE:	Amy McCreary
	Original Date / Rev:	08/30/12 / 08/30/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	**Name:**	**Strategic Media Placement, Inc.**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		7669 Stagers Loop	Billing Cycle:	EOM/EOC
		Delaware, OH 43015	Agency Commission:	15%
Advertiser	**Name:**	**Heck, Joe for Congress**		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC02	Order Separation:	00:05:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/16/12	48	$28,250.00	$24,012.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	48	$28,250.00	$24,012.50	0.00
Totals	48	$28,250.00	$24,012.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	$28,250.00
Market	100%	$94,166.67

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KLAS	33%	$31,075.00
KLVX	0%	$0.00
KSNV-	0%	$0.00
KTNV	31%	$29,191.67
KTUD	1%	$941.67
KVVU	2%	$1,883.33
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	3%	$2,825.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/03/12	09/04/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	M	6-7a	MT-----	:30	2	$700.00	1	0.00 NM	2	$1,400.00

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 09/03/12	09/09/12	MT-----	2	$700.00	0.00

Order / Rev: 106114 Advertiser: Heck, Joe for Congress
Alt Order #: 06848583 Product Desc: JOE HECK 4 CONGRESS KSNV
Flight Dates: 09/03/12 - 09/16/12 Estimate: 2643

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/03/12	09/04/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MT-----	:30	2	$700.00	1	0.00 NM	2	$1,400.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	MT-----	2	$700.00	0.00								
E 2	KSNV	09/07/12	09/07/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	:30	1	$450.00	2	0.00 NM	1	$450.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	----F--	1	$450.00	0.00								
E 3	KSNV	09/10/12	09/14/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-WTF--	:30	4	$450.00	2	0.00 NM	4	$1,800.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M-WTF--	4	$450.00	0.00								
E 4	KSNV	09/06/12	09/07/12	Today Show Today Show	CM	658a-9am	---TF--	:30	2	$550.00	2	0.00 NM	2	$1,100.00
	TODAY SHOW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	---TF--	2	$550.00	0.00								
E 5	KSNV	09/10/12	09/14/12	Today Show Today Show	CM	658a-9am	M-WTF--	:30	4	$550.00	2	0.00 NM	4	$2,200.00
	TODAY SHOW													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M-WTF--	4	$550.00	0.00								
E 6	KSNV	09/03/12	09/05/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	M------	:30	1	$1,000.00	1	0.00 NM	1	$1,000.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	M------	1	$1,000.00	0.00								
E 7	KSNV	09/06/12	09/07/12	M-F Early News M-F Early News	CM	5-630p	---TF--	:30	2	$725.00	2	0.00 NM	2	$1,450.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	---TF--	2	$725.00	0.00								
E 8	KSNV	09/10/12	09/14/12	M-F Early News M-F Early News	CM	5-630p	M-WTF--	:30	4	$725.00	2	0.00 NM	4	$2,900.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M-WTF--	4	$725.00	0.00								
E 9	KSNV	09/07/12	09/07/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	----F--	:30	1	$725.00	2	0.00 NM	1	$725.00
	WHEEL													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	----F--	1	$725.00	0.00								
E 10	KSNV	09/10/12	09/14/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-W-F--	:30	3	$725.00	2	0.00 NM	3	$2,175.00
	WHEEL													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/10/12	09/16/12	M-W-F--	3	$725.00	0.00								
E 11	KSNV	09/03/12	09/05/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-W----	:30	2	$800.00	2	0.00 NM	2	$1,600.00
	FACE TO FACE													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	M-W----	2	$800.00	0.00								
E 12	KSNV	09/06/12	09/07/12	Face to Face w/ Ralston Face to Face w/ J.Ralston	CM	730-758pm	---TF--	:30	2	$400.00	2	0.00 NM	2	$800.00
	FACE TO FACE													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 09/03/12	09/09/12	---TF--	2	$400.00	0.00								
E 13	KSNV	09/10/12	09/14/12		CM	730-758pm	M-WTF--	:30	4	$400.00	2	0.00 NM	4	$1,600.00

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Alt Order #: 06848583 Product Desc: JOE HECK 4 CONGRESS KSNV

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Face to Face w/ Ralston										
				Face to Face w/ J.Ralston										
				FACE TO FACE										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/10/12 09/16/12 M-WTF-- 4 $400.00 0.00										
E 14	KSNV	09/07/12	09/07/12	M-F News 3 at Eleven	CM	11pm-1135pm	----F--	:30	1	$750.002	0.00	NM	1	$750.00
				M-F News 3 at Eleven										
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 ----F-- 1 $750.00 0.00										
E 15	KSNV	09/10/12	09/14/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-WTF--	:30	4	$750.002	0.00	NM	4	$3,000.00
				M-F News 3 at Eleven										
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/10/12 09/16/12 M-WTF-- 4 $750.00 0.00										
E 16	KSNV	09/08/12	09/15/12	Saturday Today	CM	7a-9am	-----S-	:30	1	$225.003	0.00	NM	2	$450.00
				Saturday Today										
				SAT TODAY										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 -----S- 1 $225.00 0.00										
				Week: 09/10/12 09/16/12 -----S- 1 $225.00 0.00										
E 17	KSNV	09/09/12	09/16/12	Sunday Today	CM	7a-8am	------S	:30	1	$200.003	0.00	NM	2	$400.00
				Sunday Today										
				SUN TODAY										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 ------S 1 $200.00 0.00										
				Week: 09/10/12 09/16/12 ------S 1 $200.00 0.00										
E 18	KSNV	09/08/12	09/15/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	$225.003	0.00	NM	2	$450.00
				Sa-Su Early News										
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 -----S- 1 $225.00 0.00										
				Week: 09/10/12 09/16/12 -----S- 1 $225.00 0.00										
E 19	KSNV	09/08/12	09/16/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	$750.002	0.00	NM	4	$3,000.00
				Sa-Su News 3 at Eleven										
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 -----SS 2 $750.00 0.00										
				Week: 09/10/12 09/16/12 -----SS 2 $750.00 0.00										
N 20	KSNV	09/05/12	09/05/12	News 3 Live in Prime	CM	7-10pm	--W----	:30	1	$1,000.001	0.00	NM	1	$1,000.00
				News 3 in Prime										
				NEWS										
				Start Date / End Date / Weekdays / Spots/Week / Rate / Rating										
				Week: 09/03/12 09/09/12 --W---- 1 $1,000.00 0.00										
												Totals	48	$28,250.00